

# **Profile of The Bassmaster Elite 50 Series Fishing Tournament: Economic and Demographic Assessment of Those Involved in the June 15-18 Event**

*In conjunction with*

**Department of Urban & Regional Planning  
University of Wisconsin - Madison**



**Department of Natural Resources**

**Chippewa Valley Convention & Visitors Bureau**

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## **Visitor Profile of Chippewa Falls Bassmaster Elite 50 Fishing Tournament**

### **Introduction**

Wisconsin was highlighted during the month of July on ESPN, thanks to the efforts of the Chippewa Valley Sports Commission. Fifty of the world's best BASS pros visited the Chippewa Valley to participate in the Bassmaster Elite 50 Series. Practice days began on June 12 through the 14<sup>th</sup> with competition days held June 15-18 on Lake Wissota in Chippewa Falls. Daily boat launches began at 10:00 am from an area restaurant, The View, with weigh-ins held either at 7:00 or 7:30 pm. Elimination rounds were held on Wednesday and Thursday, reducing the anglers to twelve by Friday. By the final day of competition, Saturday, six pro anglers remained. In addition to the fishing tournament, there was an outdoor expo featuring numerous fishing vendors and displays. Two days of the event featured Bassmaster CastingKids Program that was created to teach children how to flip, pitch and cast in addition to bringing the out-of-doors experience to kids. Over the course of four days, the Chippewa Valley Convention and Visitors Bureau estimates there was an attendance of 14,000 spectators.

In an attempt to gather more information about sporting events held in Wisconsin, the Department of Tourism, the Chippewa Valley CVB, the Department of Natural Resources<sup>1</sup>, and the University of Wisconsin's Department of Urban and Regional Planning<sup>2</sup> partnered to gather marketing and economic impact information. The objectives of this research were to 1) define the demographics of a spectator at this event (age, income, residence); 2) to define characteristics of their trip to the event (overnight lodging, party size, length of stay in area); 3) to identify the user's reasons for being in the area and other activities they will participate in while on this trip; and 4) to measure user expenditures in the area; and 5) to determine the economic impact of nonresident visitors in the area.

As part of 2003 Wisconsin Act 249, the Wisconsin Legislature required the Department of Natural Resources to establish a bass fishing tournament pilot program under which the department shall issue 4 permits per year to bass fishing tournaments that authorize participants to exceed the daily bag limit by culling. In addition, Act 249 requires the department to conduct research and collect data for the purpose of evaluating the pilot program. Much of the impetus behind the addition of the bass fishing tournament pilot program to Act 249 was the potential economic benefit from attracting large bass tournaments, which previously avoided our state due to our bag limit regulations. Hence evaluation of the local economic impact of events like the Bassmaster Elite 50 will be an important component of the overall evaluation of the pilot program.

### **Research Methods**

The results of this report are based on a stratified random sample of spectators during the final four days of competitive fishing. Using interviewers provided by the Chippewa Valley Convention and Visitors

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<sup>1</sup> Patrick Schmalz, Treaty Fisheries Coordinator, Bureau of Fisheries Management and Habitat Protection Wisconsin Department of Natural Resources.

<sup>2</sup> Professor Dave Marcouiller of the University of Wisconsin-Madison conducted the economic impact analysis by analyzing survey-based expenditure estimates and applying them to a regional economic impact model using Micro-IMPLAN, a standard input-output modeling software and database package.

Bureau, spectators were randomly intercepted at nightly weigh-ins, as they toured the Outdoor Expo or waited in line for transportation shuttles using a survey instrument (Appendix A) jointly developed by the participating agencies. A drawing for free tickets to Eau Claire's Country Jam USA was used to entice visitors to fill out a survey.

A total of 238 visitor parties were intercepted; there were 39 refusals and 18 parties had previously been surveyed. A total of 181 completed surveys were obtained.

Once compiled and cleaned, this survey response dataset was analyzed for descriptive frequencies and various cross-tabulations.

The economic impact assessment was conducted with the use of a regional economic model of that part of the Chippewa Valley represented by the greater Eau Claire/Chippewa Falls region. For this project, the Chippewa Valley was defined as Eau Claire and Chippewa Counties. The model, developed for this project using Micro-IMPLAN software and county-level data for the base year 2002, is a standard input-output model of the two counties. At the heart of the impact model is a transaction table for the region. This table tracks the flow of all goods and services produced by industries in the region. By identifying receipts to industry groupings from non-local visitors, impacts of the Bassmaster Elite 50 tournament on the regional economy can be assessed.

The analysis captures direct impacts, as identified in the expenditure section, plus indirect and induced impacts. Some refer to direct and induced impacts as "multiplier" impacts. Local firms that benefit from visitor spending, use some of that revenue to purchase additional goods and services, of which some is purchased locally, thus creating a partial retention and recycling of the initial traveler dollar. These are often referred to as intermediate purchased inputs. Examples of these may include the purchase of furniture by a local motel, food purchases of a local restaurant, artwork and screening for articles of clothing, or wholesale purchases of t-shirts by a local merchant for resale. These purchases are important in transmitting dollars to other local firms and feed into what is termed the indirect economic impact.

Expenditures also filter into the economy through increased consumption by residents in the Chippewa Valley as a result of increases in household incomes. These increases occur due to the jobs created, both directly and indirectly, by the Bassmaster Elite 50 tournament. This is referred to as the induced economic impact.

Following construction of the Chippewa Valley input-output model, impact assessments were made. Several economic characteristics are relevant when assessing economic impacts. These often focus on income and employment effects. For our purposes, we present results for the event's impact on total gross regional product (output), income as measured in total value added (including employee compensation, proprietor's income, other property-type income, and indirect business taxes), and employment (measured in number of jobs).

Specifically, total non-local expenditures were associated with specific economic sectors. For instance, expenditures on restaurants and bars were associated with eating and drinking establishments. All expenditures were constrained by the level, or supply, of existing business activity in the Chippewa Valley. The results identified direct impacts from expenditures, as well as the multiplier effect caused by the linkages that exist between the industries and households in the Chippewa Valley.

**Limitations**

Like all research, this study has a number of limitations, which requires the reader to be cautious in interpreting the findings.

The interviewing process was hindered by the fact that spectators arrived just prior to the nightly weigh-ins and left immediately afterwards. In addition, they were hesitant to participate as they watched the weigh-ins. The only exception was on the weekend where spectators visited the outdoor expo and milled around The View longer.

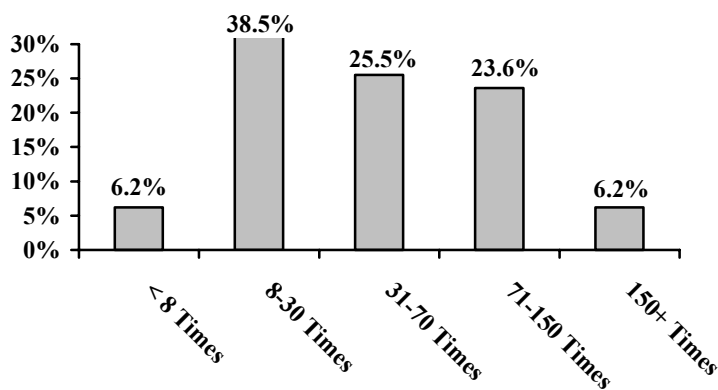
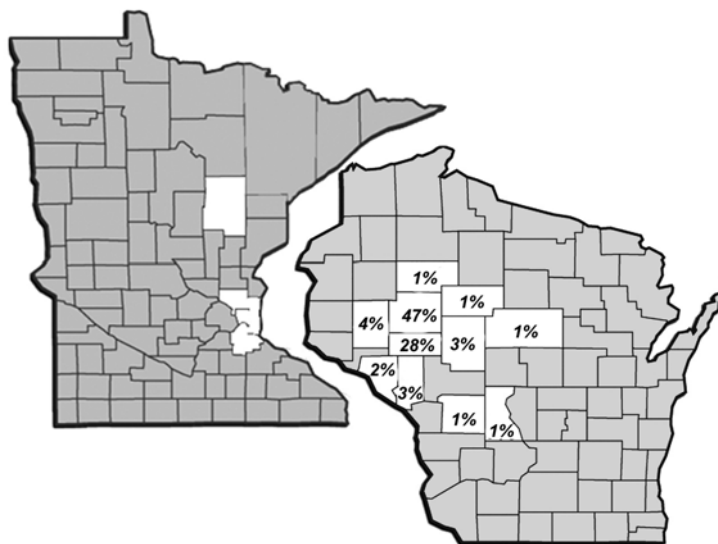
The economic impact assessment was limited to the standard assumptions of input-output analysis and the quality of data found in the 2002 Micro-IMPLAN dataset.

Although this report details the positive impacts the Bassmaster Elite 50 tournament will have on the local economy, it does not address whether these positive impacts justify the expense of hosting the event. Other factors, such as Bassmaster Elite 50 revenue, local promotional activities, and increased public service costs may also contribute to decisions that rest on a full accounting of benefits and costs of the event. Additionally, the positive media exposure that Chippewa Valley as well as Wisconsin receives is an additional economic benefit not measured by this study.

This report focused on the economic impact of the Bassmaster Elite 50 tournament attendees from outside of the Chippewa Valley. The effects of the Bassmaster Elite 50 tournament on local quality-of-life issues associated with hosting an international event was not measured in this report. These effects are often significant and reflect local perceptions of day-to-day life that include issues of local notoriety, resident perceptions of local vibrancy, and community pride.

## Demographic Profile of Spectators at Bassmaster Elite 50

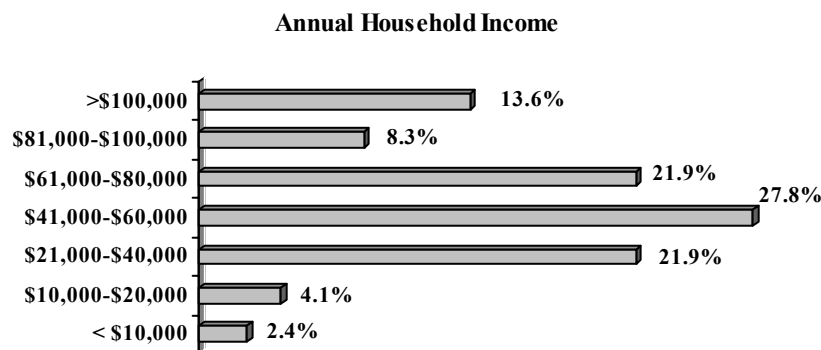
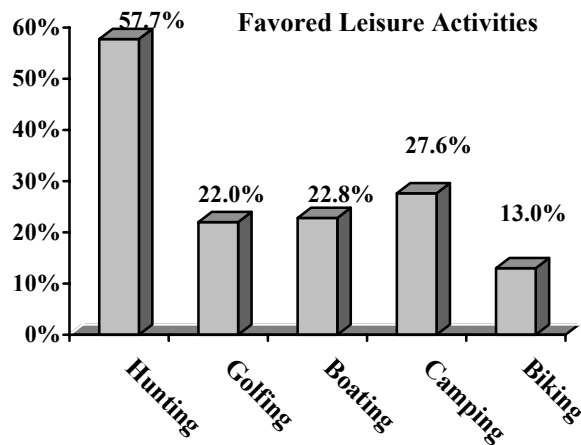
- ♦ The majority of spectators at ESPN's Bassmaster Elite 50 fishing tournament came from the midwestern states of Wisconsin (88%), Minnesota (3%), Michigan (1%) and Illinois (1%). As can be seen in the maps, the Wisconsin counties that were the biggest contributor of spectators at the Elite 50 were Chippewa (47%) and Eau Claire (28%). Four percent of the spectators came from Dunn County; Clark and Trempealeau counties each garnering 3% of the sample; 2% came from Buffalo, and 1% from Juneau, Taylor, Rusk, Marathon and Monroe counties. The Minnesota counties that produced visitors to the Bassmaster Elite included Hennepin, Ramsey, Washington, Aitkin and Dakota.
- ♦ The La Crosse-Eau Claire designated market area<sup>3</sup> (DMA), which included both Chippewa and Eau Claire counties produced the highest percentage of spectators with 78% of the sample. Other market areas included the Twin Cities (8%), Wausau-Rhineland (3%), and Green Bay (2%). To see a breakout of the DMAs represented in this study, please see the Appendix.
- ♦ When spectators were queried as to what type of fish they generally fished for, 51% said they generally went after all types of fish. One-fourth indicated they were bass fishermen, 10% were family anglers, 7% were walleye fishermen, and 1% fished for Musky.
- ♦ These spectators were avid fishermen, who fished an average of 63 days a year, or about 5 days a month. The graph at the right categorizes the number of days fished during a typical year.



# Fishing Days in Year

<sup>3</sup> The Lifestyle Market Analyst, a publication produced by Standard Rate and Data Service are areas defined by Nielson Media Research and are commonly referred to as television or broadcast markets.

- ♦ Good fishing spots are generally a guarded secret and not usually shared with everyone except perhaps with your closest fishing friend. But when asked what types of information they would like to know prior to fishing a particular body of water, “hot” fishing spots (64%) was cited most often followed by a map of the lake (63%). Other responses included area boat ramps, nearest bait shops, water temperature, area restaurants/entertainment, and lodging accommodations.
- ♦ Almost a third (31.5%) of the respondents indicated they would rely on a Department of Natural Resources magazine or a DNR report (17.7%) to receive the above fishing information. In addition, people who fish are no strangers to the Internet; 34.8% indicated they would turn to Internet chat rooms. Twenty-one percent indicated they would go to an on-line fishing chat room and 13.8% would turn to a fishing magazine chat room. Also on the radar screen would be a daily radio broadcast (24%).
- ♦ People who fish are truly outdoors enthusiasts. When asked to list their three favorite leisure activities, in addition to fishing, the graph at the right displays their top five responses.
- ♦ Almost three-fourths of the respondents were male (74%).
- ♦ Their average age was 42. Visitors 22 or younger accounted for 7%; 35% were between the ages of 23 and 38, 46% were baby boomers (39-57 years old), and 12% were 58 or older.
- ♦ Annual household incomes were generally in the middle-income brackets.





**Trip Characteristics**

- ♦ Eighty-seven percent indicated the primary purpose for their trip was to attend this fishing event.
- ♦ With more than three-fourths of the respondents coming from the local area, it's not surprising that a small percentage (14%) required overnight lodging.
- ♦ Hotels or motels (42%) were the dominant choice for paid overnight lodging; RV and tent camping each garnered 13% of the sample and 4% indicated they stayed in a B&B.
- ♦ On average, these overnight visitors stayed 3 nights.
- ♦ Visitor parties generally averaged about three people.
- ♦ Since so many spectators were local residents, they have the luxury of being close in proximity to the event and consequently, invested little time in their trip planning. Thirty percent of the spectators made their decision to attend the same day they went. Seven percent decided to attend the day before and 22% planned it within a week. Twenty-seven percent planned it more than a month in advance.
- ♦ Because of the ratio of local to non-local, it's not surprising that one-third used the radio as their source of information for planning purposes. Newspaper (29%), word-of-mouth recommendations (26%), the Internet (12%) and brochures (12%) followed.

**Economic Impact of the Bassmaster Elite 50**

Located in West-Central Wisconsin, the Chippewa Valley (comprised of Chippewa and Eau Claire counties) has many of the economic characteristics reflective of a rapidly changing micropolitan economy. The total personal income of its 62,800 households (population of roughly 150,000) was roughly \$4 billion in 2002 (\$4,009,838,000). This translates into an average total household income of about \$63,800. Thus, the economic stimulus of new dollars spent by visitors to the Bassmaster Elite 50 was quite modest relative to the overall economic structure of the county.

**Spectator Spending**

In an effort to understand the travel-related spending habits of people at the Bassmaster Elite 50, survey respondents were asked to report the total amount of money they had personally spent on their trip in nine expenditure categories. These categories included lodging, food/drink at area restaurants, area entertainment, shopping (non-fishing related), gas/parking/repairs, convenience stores (non-fishing related), gaming/sweepstakes, fishing-related expenses (bait, etc.) and other expenses. The table below provides the average of amount of spending per spectator per trip by category. (For the full table, please refer to Table 1 in the Appendix.)

Lodging	\$24.81
Food/drink	30.89
Entertainment	3.30
Shopping	12.48
Gas/auto	20.32
Convenience stores	3.25
Transportation	10.60
Gaming	0.28
Fishing-related	9.94
Other	<u>17.85</u>
<b>Total</b>	<b>\$133.72</b>

### Spending by Spectator Groups

Spectators were classified into two categories: local and non-local. Local spectators include those who live within the counties of Eau Claire and Chippewa and accounted for 67.6% of the sample. Non-locals live outside these county jurisdictions and accounted for 32.4% of the respondents. Below are the averages per person per trip expenditures for local and non-local spectators.

	<b>Local</b>	<b>Non-Local</b>
Lodging	\$1.26	\$73.96
Food/drink	19.17	55.35
Entertainment	3.36	3.16
Shopping	3.74	30.74
Gas/auto	7.73	46.61
Convenience	2.94	3.89
Transportation	2.31	27.89
Gaming	0.42	0.00
Fishing-related	5.80	18.60
Other	<u>8.38</u>	<u>30.36</u>
<b>Total</b>	<b>\$55.11</b>	<b>\$290.56</b>

Spectator spending was further expanded to total visitation levels of 14,000 spectators (both local and non-local) on the next page.

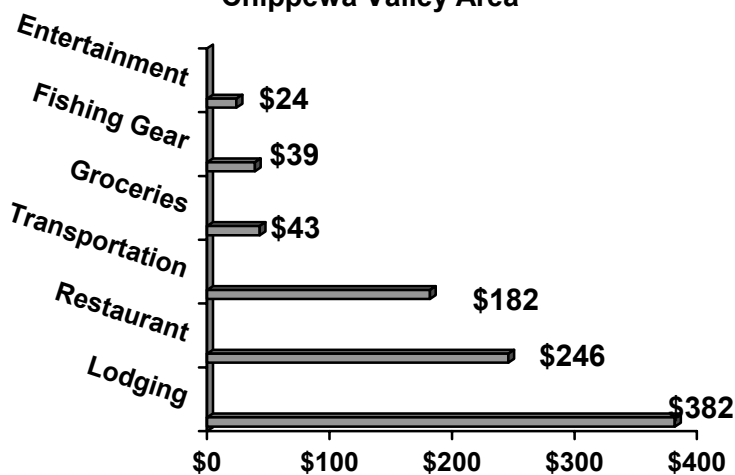


	Local Spectators	Non-Local Spectators
Lodging	\$11,927	\$335,341
Food/drink	181,461	250,962
Entertainment	31,805	14,328
Shopping	35,403	139,378
Gas/auto	73,171	211,334
Convenience	27,830	17,638
Transportation	21,866	126,456
Gaming	3,976	0
Fishing-related	54,902	84,334
Other	<u>79,324</u>	<u>137,655</u>
<b>Total</b>	<b>\$521,666</b>	<b>\$1,317,425</b>

### Spending by Anglers, Crew and Vendors

Expenditure information was collected during pre-tournament angler registration and from vendors at the outdoor expo. Information from the crew was gathered after the tournament. In addition to some basic demographic information, information was gathered on seven expenditure categories in relation to their whole trip as well as expenditures made specifically in the Chippewa Valley area. (See Table 2 in Appendix.) For the purposes of this study, we are reporting only that spending that occurs in the Chippewa Valley. The graph shows the total amount of dollars spent in the Chippewa Valley area by all three categories combined.

Angler, Crew and Vendor Spending in Chippewa Valley Area



Looking more specifically at the individual expenses per category, anglers had the biggest impact in the area, followed by vendors and then crew. The table below highlights the Chippewa Valley area expenditures by category by visitor type.

	<b>Angler</b>	<b>Vendor</b>	<b>Crew</b>
Lodging	\$522	\$309	\$363
Groceries	125	21	3
Restaurants	171	329	197
Transportation	164	234	128
Fishing gear	75	36	13
Entertainment	<u>0</u>	<u>44</u>	<u>17</u>
<b>Total</b>	<b>\$1,057</b>	<b>\$972</b>	<b>\$720</b>

An average expenditure pattern for professionals was expanded to account for the number of people in each category. For example, a total of 50 anglers participated in this study. Each angler spent \$522 in the Chippewa Valley area. Multiplying the lodging expenditure by the number of anglers would show visitor spending of \$26,100 for lodging. The table below shows the total spending for each type of professional. (See Table 3 in Appendix.)

	<b>Angler</b>	<b>Vendor</b>	<b>Crew</b>
Lodging	\$26,100	\$20,995	\$7,993
Groceries	6,250	1,403	74
Restaurants	8,550	22,398	4,338
Entertainment	0	2,975	367
Transportation	8,200	15,895	2,805
Fishing gear	<u>3,750</u>	<u>2,465</u>	<u>275</u>
<b>Total</b>	<b>\$52,850</b>	<b>\$66,131</b>	<b>\$15,581</b>

As a result of tournament travel, the combined expenditures for all professionals amounted to \$134,832 in the Chippewa Valley.

### Translating Visitor Spending into Economic Impact

One of the objectives of this research was to determine the spending habits of visitors at this fishing tournament and then analyze these figures with a regional model for estimating economic impacts. Total visitor spending and economic impact are two separate issues. A tournament of this nature will bring people into a particular region where they spend money that would not be in the region without their visitor. The ESPN Bassmaster Elite 50 tournament brought in fifty professional anglers as well as ESPN crew and vendors who participated in the outdoor expo and of course, spectators.

For the purposes of this report, the primary focus in economic impact analysis is identifying how income is generated from “new dollars” flowing into a region from visitors who live outside that region. Only non-local visitor spending was used to assess economic impact. All professionals including ESPN crew as well as vendors were assumed non-local visitors, thus, we used a combined total spending level for professionals combined with non-local spectator spending as a driver of the economic impacts reported.

When we apply the new dollars from these non-local visitors to the input-output model of the Chippewa Valley, the multiplier effect of inter-industry purchases generates indirect impacts and the increased income of households drives induced impacts. These impacts are summarized for total output change in Table 4, employment in Table 5, and income in Table 6.

A quick note on the difference between output and value added. Output is the total result of all economic activity and is analogous to gross regional product, gross state product, and gross national product. In other words, it is the total accounting for all regional production. Value added is defined as the value of the region's business output minus the value of all inputs purchased from other firms. It is therefore a measure of the "profit" or income generated locally. Value added includes a combination of employee compensation, proprietor's income ("business profit"), other property type income, and indirect business taxes paid to governments.

It is interesting to note from Table 4 that the amount of NEW money brought into the Chippewa Valley by people from the outside had broader impacts on the economic structure of the Chippewa Valley. This new money had the effect of generated business activity. Results of the spending shock to the input-output model for the Chippewa Valley suggests that the direct spending of non-local visitors (\$1,452,000) generated a total direct, indirect and induced output impact of just over \$2 million (\$2,116,000). Overall, this reflects an output multiplier of roughly 1.46, which is reasonable given the relatively modest size of the Chippewa Valley economy. From the perspective of employment, Table 5 summarizes the number of jobs supported by visitor spending as a result of the Bassmaster Elite 50 tournament. This amount of new spending directly supported roughly 35 total jobs with an added indirect and induced effect of roughly 8 jobs (employment multiplier of 1.23). Further, there was an income impact that is summarized in Table 6. Spending by visitors to the Bassmaster 50 tournament resulted in roughly \$1 million (\$1,059,000) in direct income effect and almost \$1.5 million (\$1,481,000) in total income (value added multiplier of roughly 1.40).

## **APPENDIX**

Table 1. Individual per-trip expenditure patterns of spectators at the Bassmaster Elite 50 at Lake Wissota, Wisconsin – June 2005 (in 2005 dollars)

Spending Category:	Locals <sup>1</sup>	Non-locals <sup>2</sup>	Total	<u>In-Region<sup>3</sup> Spending:</u>	
				Locals <sup>1</sup>	Non-locals <sup>2</sup>
Lodging	\$1.26	\$73.96	\$24.81	\$11,927	\$335,341
Food/Drink	\$19.17	\$55.35	\$30.89	\$181,461	\$250,962
Entertainment	\$3.36	\$3.16	\$3.30	\$31,805	\$14,328
Shopping	\$3.74	\$30.74	\$12.48	\$35,403	\$139,378
Gas/Auto	\$7.73	\$46.61	\$20.32	\$73,171	\$211,334
Convenience	\$2.94	\$3.89	\$3.25	\$27,830	\$17,638
Transportation	\$2.31	\$27.89	\$10.60	\$21,866	\$126,456
Gaming	\$0.42	\$0.00	\$0.28	\$3,976	\$0
Fishing-related	\$5.80	\$18.60	\$9.94	\$54,902	\$84,334
Other	\$8.38	\$30.36	\$17.85	\$79,324	\$137,655
<b>Total</b>	<b>\$55.11</b>	<b>\$290.56</b>	<b>\$133.72</b>	<b>\$521,666</b>	<b>\$1,317,425</b>
n (sample)	119	57	176		
% total	67.6%	32.4%			
N (Population)	9466	4534	14000		

1. Locals are defined as residents of Eau Claire and Chippewa Counties

2. Non-locals defined as residents of elsewhere and visitors to Eau Claire and Chippewa Counties

3. In-region defined as within Eau Claire and/or Chippewa Counties

Table 2. Total and local expenditures of professionals involved in the Bassmaster Elite 50 held on Lake Wissota – June 2005 (in 2005 dollars)

Spending Category:	Anglers:		Vendors:		Crew:		Total	In CV <sup>1</sup>
	Total	In CV <sup>1</sup>	Total	In CV <sup>1</sup>	Total	In CV <sup>1</sup>		
Lodging	\$522.00	\$522.00	\$408.86	\$308.75	\$1,113.33	\$363.33	\$675.11	\$382.11
Groceries	\$125.00	\$125.00	\$20.63	\$20.63	\$70.00	\$3.33	\$65.83	\$42.63
Restaurants	\$171.00	\$171.00	\$370.71	\$329.38	\$197.17	\$197.17	\$252.50	\$245.90
Transportation	\$330.00	\$164.00	\$423.57	\$233.75	\$205.83	\$127.50	\$325.00	\$181.84
Fishing Gear	\$75.00	\$75.00	\$37.86	\$36.25	\$25.00	\$12.50	\$38.95	\$38.95
Entertainment	\$0.00	\$0.00	\$50.00	\$43.75	\$16.67	\$16.67	\$23.68	\$23.68
<b>Total</b>	<b>\$1,223.00</b>	<b>\$1,057.00</b>	<b>\$1,311.63</b>	<b>\$972.51</b>	<b>\$1,628.00</b>	<b>\$720.50</b>	<b>\$1,381.07</b>	<b>\$915.11</b>
N (sample)	5		8		6		19	
N (Population)	50		68		22		140	
All								

CV = Chippewa Valley ("local" spending assumed to occur in Chippewa and Eau Claire counties)



Table 3. Total spending in the Chippewa Valley by professionals involved in the Bassmaster Elite 50 (in 2005 dollars)

Spending Category:	Type of Professional:			Total Professional Spending
	Anglers	Vendors	Crew	
Lodging	\$26,100	\$20,995	\$7,993	\$55,088
Groceries	\$6,250	\$1,403	\$73	\$7,726
Restaurants	\$8,550	\$22,398	\$4,338	\$35,286
Entertainment	\$0	\$2,975	\$367	\$3,342
Transportation	\$8,200	\$15,895	\$2,805	\$26,900
Fishing Gear	\$3,750	\$2,465	\$275	\$6,490
<b>Total</b>	<b>\$52,850</b>	<b>\$66,131</b>	<b>\$15,851</b>	<b>\$134,832</b>

Table 4. Total output change of the Chippewa Valley economy as a result of the Bassmaster Elite 50 Tournament at Lake Wissota – June 2005 (in 2005 dollars as modeled using MicroIMPLAN)

Industrial sector:	2-digit NAICS Code <sup>1</sup>	Types of IMPACT:			Total
		Direct	Indirect	Induced	
Ag, Forestry, Fish & Hunting	11	\$598	\$5,400	\$3,176	\$9,174
Utilities	22	\$0	\$17,722	\$8,330	\$26,052
Construction	23	\$0	\$17,751	\$2,805	\$20,556
Manufacturing	31-33	\$0	\$31,918	\$18,353	\$50,272
Wholesale Trade	42	\$0	\$15,323	\$14,510	\$29,834
Transportation & Warehousing	48-49	\$92,055	\$21,429	\$11,745	\$125,228
Retail trade	44-45	\$383,926	\$8,463	\$57,608	\$449,997
Information	51	\$4	\$23,169	\$10,838	\$34,011
Finance & insurance	52	\$0	\$13,162	\$32,253	\$45,415
Real estate & rental	53	\$1,163	\$25,869	\$15,823	\$42,855
Professional- tech services	54	\$54	\$23,500	\$9,037	\$32,592
Management of companies	55	\$0	\$15,416	\$3,620	\$19,036
Administrative & waste services	56	\$0	\$18,099	\$7,370	\$25,470
Educational services	61	\$0	\$84	\$2,860	\$2,944
Health & social services	62	\$0	\$11	\$72,910	\$72,921
Arts- entertainment & recreation	71	\$14,696	\$1,653	\$5,557	\$21,906
Accommodation & food services	72	\$671,688	\$5,779	\$27,161	\$704,628
Other services	81	\$0	\$7,780	\$22,281	\$30,060
Government & non NAICS	92	\$274,501	\$18,910	\$65,760	\$359,171
Institutions		\$13,614	\$0	\$0	\$13,614
<b>Total</b>		<b>\$1,452,300</b>	<b>\$271,440</b>	<b>\$391,996</b>	<b>\$2,115,736</b>

1. As defined by the North American Industrial Classification System (NAICS)

Table 5. Employment effects in the Chippewa Valley resulting from the Bassmaster Elite 50 Tournament on Lake Wissota, WI – June 2005 (in total number of jobs created as modeling using MicroIMPLAN).

Industrial sector:	2-digit NAICS Code <sup>1</sup>	Types of IMPACT:			Total*
		Direct*	Indirect*	Induced*	
Ag, Forestry, Fish & Hunting	11	0.0	0.1	0.1	0.2
Utilities	22	0.0	0.1	0.0	0.1
Construction	23	0.0	0.2	0.0	0.2
Manufacturing	31-33	0.0	0.2	0.1	0.3
Wholesale Trade	42	0.0	0.2	0.1	0.3
Transportation & Warehousing	48-49	0.6	0.3	0.1	1.0
Retail trade	44-45	11.9	0.2	1.2	13.2
Information	51	0.0	0.2	0.1	0.3
Finance & insurance	52	0.0	0.1	0.2	0.3
Real estate & rental	53	0.0	0.3	0.2	0.5
Professional- tech services	54	0.0	0.4	0.1	0.5
Management of companies	55	0.0	0.1	0.0	0.1
Administrative & waste services	56	0.0	0.4	0.2	0.6
Educational services	61	0.0	0.0	0.1	0.1
Health & social services	62	0.0	0.0	1.1	1.1
Arts- entertainment & recreation	71	0.3	0.1	0.2	0.5
Accommodation & food services	72	20.5	0.2	0.8	21.5
Other services	81	0.0	0.1	0.4	0.5
Government & non NAICS	92	1.3	0.1	0.0	1.4
<b>Total</b>		<b>34.5</b>	<b>2.9</b>	<b>5.1</b>	<b>42.5</b>

1. As defined by the North American Industrial Classification System (NAICS)

Table 6. Total income (or value added) impact on the Chippewa Valley resulting from the Bassmaster Elite 50 tournament on Lake Wissota – June 2005 (in 2005 dollars as modeled using MicroIMPLAN).

Industrial sector:	2-digit NAICS Code <sup>1</sup>	Types of IMPACT:			Total*
		Direct*	Indirect*	Induced*	
Ag, Forestry, Fish & Hunting	11	\$125	\$1,093	\$933	\$2,151
Utilities	22	\$0	\$13,408	\$6,303	\$19,711
Construction	23	\$0	\$9,619	\$1,420	\$11,039
Manufacturing	31-33	\$0	\$10,473	\$6,053	\$16,526
Wholesale Trade	42	\$0	\$11,894	\$11,263	\$23,157
Transportation & Warehousing	48-49	\$60,966	\$13,328	\$6,828	\$81,122
Retail trade	44-45	\$315,911	\$6,946	\$47,266	\$370,123
Information	51	\$1	\$9,761	\$5,689	\$15,451
Finance & insurance	52	\$0	\$8,177	\$17,687	\$25,864
Real estate & rental	53	\$880	\$19,830	\$11,423	\$32,133
Professional- tech services	54	\$44	\$18,519	\$6,972	\$25,536
Management of companies	55	\$0	\$12,483	\$2,931	\$15,414
Administrative & waste services	56	\$0	\$10,381	\$4,523	\$14,904
Educational services	61	\$0	\$48	\$1,695	\$1,743
Health & social services	62	\$0	\$6	\$48,668	\$48,674
Arts- entertainment & recreation	71	\$7,348	\$473	\$2,583	\$10,404
Accommodation & food services	72	\$470,276	\$2,847	\$11,831	\$484,953
Other services	81	\$0	\$3,674	\$11,444	\$15,119
Government & non NAICS	92	\$203,094	\$14,307	\$49,662	\$267,063
<b>Total</b>		<b>\$1,058,644</b>	<b>\$167,267</b>	<b>\$255,174</b>	<b>\$1,481,085</b>

1. As defined by the North American Industrial Classification System (NAICS)

## Wausau-Rhineland Designated Market Area

(Adams, Forest, Langlade, Lincoln, Marathon, Oneida,  
Portage, Price, Taylor, Vilas & Wood Counties)

### DMA Statistics

➤ Total Adult Population	322,896
➤ Total Households	168,615
➤ Median Age	50
➤ Median Income	\$41,705
➤ Education	
College (1-4 Years)	35%
High School	41%
➤ Married	62%
➤ No children at home	68%
➤ Occupations	
Professional/technical	20%
Blue collar	20%
Retired	20%
➤ Income Earners	
Single	38%
Married, one income	24%
Married, two incomes	38%
➤ Dual Income Households with Kids	
No kids	19%
Kids under 13 years	9%
Kids between 13-18 years	10%



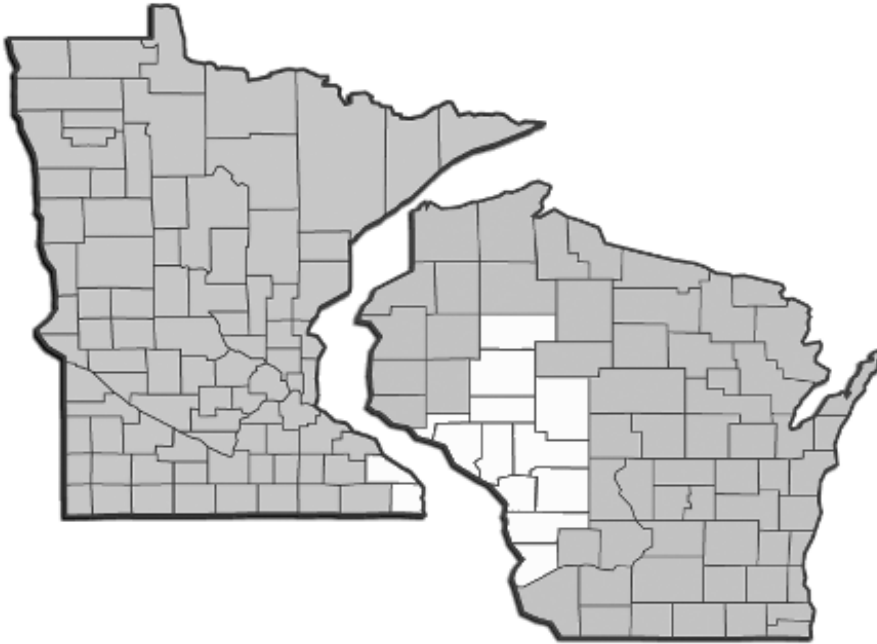
### Percentage of Households Who:

Shop by catalog/mail	61	Avid book readers	39
Subscribe to cable TV	56	Physical fitness/exercise	38
Own a cellular phone	46	Camp/hike	38
Fish frequently	51	Vegetable gardening	35
Use a personal computer	49	Crafts	33
Flower garden	48	Travel for pleasure/vacation	32
Travel in USA	44	Are health conscious	32
Walk for health	43	Bicycle frequently	29
Subscribe to online service	43	Golf	26
Watch sports on TV	43	Casino gambling	21
Hunting/shooting	42		

## La Crosse-Eau Claire Designated Market Area

(Counties of Buffalo, Chippewa, Clark, Crawford, Eau Claire, Jackson, La Crosse, Monroe, Pepin, Rusk, Trempealeau & Vernon, WI & Houston & Winona, MN)

### DMA Statistics



➤ Total Adult Population	387,461
➤ Total Households	198,211
➤ Median Age	49
➤ Median Income	\$38,845
➤ Education	
College (1-4 Years)	38%
High School	39%
➤ Married	58%
➤ No children at home	67%
➤ Occupations	
Professional/technical	23%
Blue collar	19%
Retired	18%
➤ Income Earners	
Single	42%
Married, one income	21%
Married, two incomes	37%
➤ Dual Income Households with Kids	
No kids	18%
Kids under 13 years	9%
Kids between 13-18 years	10%

### Percentage of Households Who:

Subscribe to cable TV	62	Physical fitness/exercise	39
Shop by catalog/mail	57	Camp/hike	37
Use a personal computer	49	Hunting/shooting	36
Flower garden	46	Vegetable gardening	35
Fish frequently	45	Travel for pleasure/vacation	34
Own a cellular phone	44	Are health conscious	34
Walk for health	43	Crafts	32
Watch sports on TV	41	Bicycle frequently	28
Travel in USA	41	Golf	25
Avid book readers	39	Casino gambling	21

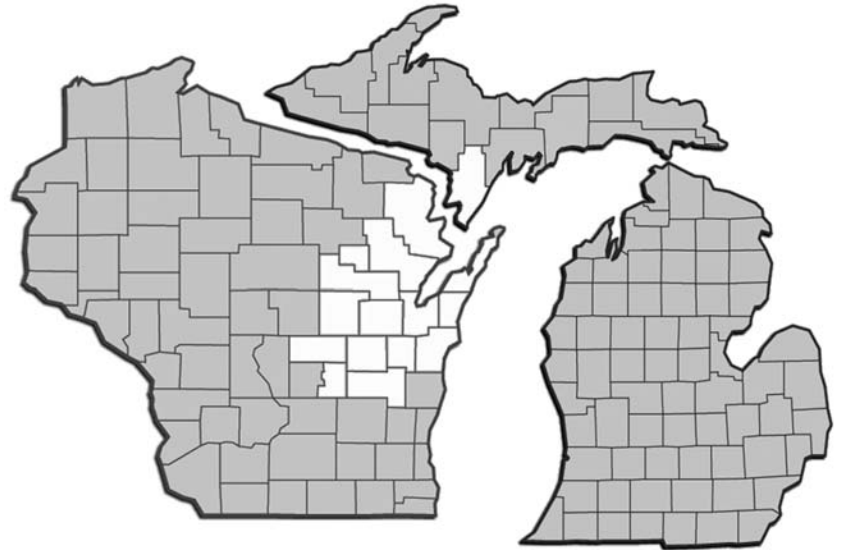


## Green Bay-Appleton Designated Market Area

(Counties of Brown, Calumet, Door, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Outagamie, Shawano, Waupaca, Waushara, Winnebago, WI & Menominee, MI)

### DMA Statistics

➤ Total Adult Population	782,687
➤ Total Households	411,732
➤ Median Age	48
➤ Median Income	\$45,872
➤ Education	
College (1-4 Years)	36%
High School	42%
➤ Married	61%
➤ No children at home	67%
➤ Occupations	
Professional/technical	22%
Blue collar	20%
Retired	17%
➤ Income Earners	
Single	39%
Married, one income	22%
Married, two incomes	39%
➤ Dual Income Households with Kids	
No kids	19%
Kids under 13 years	10%
Kids between 13-18 years	9%



### Percentage of Households Who:

Subscribe to cable TV	64	Physical fitness/exercise	40
Shop by catalog/mail	58	Avid book readers	39
Own a cellular phone	57	Travel for pleasure/vacation	34
Use a personal computer	50	Camp/hike	34
Subscribe to online service	46	Hunting/shooting	33
Watch sports on TV	45	Vegetable gardening	33
Flower garden	45	Are health conscious	33
Travel in USA	44	Crafts	32
Fish frequently	42	Golf	30
Walk for health	42	Bicycle frequently	29
		Casino gambling	20

## Milwaukee Designated Market Area

(Dodge, Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Walworth, Washington & Waukesha Counties)

### DMA Statistics

➤ Total Adult Population	1,641,993
➤ Total Households	837,817
➤ Median Age	48
➤ Median Income	\$52,296
➤ Education	
College (1-4 Years)	45%
High School	34%
➤ Married	56%
➤ No children at home	69%
➤ Occupations	
Professional/technical	27%
Blue collar	15%
Retired	16%
➤ Income Earners	
Single	44%
Married, one income	20%
Married, two incomes	36%
➤ Dual Income Households with Kids	
No kids	19%
Kids under 13 years	9%
Kids between 13-18 years	8%



### Percentage of Households Who:

Subscribe to cable TV	66	Walk for health	39
Own a cellular phone	58	Are health conscious	35
Shop by catalog/mail	57	Travel for pleasure/vacation	35
Subscribe to online service	50	Fish frequently	33
Use a personal computer	52	Crafts	29
Travel in USA	46	Camp/hike	28
Watch sports on TV	43	Golf	28
Physical fitness/exercise	43	Bicycle frequently	27
Flower garden	41	Vegetable gardening	27
Avid book readers	39	Casino gambling	23
		Hunting/shooting	21

1. What was the **PRIMARY** purpose for your trip today?  
Please check **one** box only.

- <sup>1</sup> ☐ Attending the Bassmaster Elite 50 Series tournament  
<sup>2</sup> ☐ Working/volunteering at this event  
<sup>3</sup> ☐ Vacationing in the area, stopped in  
<sup>4</sup> ☐ Visiting family & friends in area  
<sup>5</sup> ☐ Business or meeting in area  
<sup>6</sup> ☐ Passing through area, stopped in  
<sup>7</sup> ☐ Other \_\_\_\_\_

2. What information did you use to find out about this event? Please check all that apply.

- ☐ Live in area ☐ Newspaper  
☐ Radio ☐ Brochures  
☐ Family/friends ☐ Chamber/CVB  
☐ Internet ☐ Other \_\_\_\_\_

3. How far in advance did you plan your trip to this tournament?

- <sup>1</sup> ☐ The day of the trip <sup>5</sup> ☐ 1-3 months before  
<sup>2</sup> ☐ Day before the trip <sup>6</sup> ☐ 4-5 months before  
<sup>3</sup> ☐ Within a week <sup>7</sup> ☐ 6 months or more  
<sup>4</sup> ☐ Within a month

4. Will you need **overnight lodging** or will you be returning home tonight?

- <sup>1</sup> ☐ No lodging needed  
☐ Yes—What type of lodging are you using:  
<sup>2</sup> ☐ Hotel/Motel <sup>7</sup> ☐ Friend/relative  
<sup>3</sup> ☐ Camp (RV) <sup>8</sup> ☐ Rent cabin  
<sup>4</sup> ☐ Camp (Tent) <sup>9</sup> ☐ B&B  
<sup>5</sup> ☐ Rent private home <sup>10</sup> ☐ Resorts  
<sup>6</sup> ☐ 2<sup>nd</sup> home/vacation <sup>11</sup> ☐ Other \_\_\_\_\_

Name & City of Paid Lodging:

5. How many nights will you be staying at the above accommodations? # \_\_\_\_\_

6. **Counting yourself**, how many people are in your immediate travel group? # \_\_\_\_\_

7. Please indicate what type of angler you consider yourself:

- <sup>1</sup> ☐ Bass  
<sup>2</sup> ☐ Walleye  
<sup>3</sup> ☐ Musky  
<sup>4</sup> ☐ Trout stream  
<sup>5</sup> ☐ Great Lakes Trout  
<sup>6</sup> ☐ Family angler  
<sup>7</sup> ☐ Any or all of the above  
<sup>8</sup> ☐ Don't fish

8. In a typical year, how many days do you fish?

# \_\_\_\_\_ days <sup>99</sup> ☐ Don't fish

9. If you could choose the type of information you would like to know before fishing a particular body of water, please check the type of information from the categories below?

- ☐ "Hot" fishing spots ☐ Area restaurants/entertainment  
☐ Water temperature ☐ Lake map  
☐ Area boat ramps ☐ Boat rental/docking/gas  
☐ Nearest bait shop ☐ Where to get fishing license  
☐ Fishing guides ☐ Area accommodations  
☐ Other-Please explain \_\_\_\_\_

10. Thinking of your selections in Question #8, how would you like to receive this information?

- ☐ DNR Magazine  
☐ On-line fishing chat room  
☐ Fishing magazine chat room  
☐ Daily radio broadcast featuring fishing  
☐ DNR Report  
☐ Other-Please explain \_\_\_\_\_

11. Could you estimate the dollars that you yourself have spent or plan on spending on this trip?

- \$ \_\_\_\_\_ Lodging accommodations  
 \$ \_\_\_\_\_ Food/drink at area restaurants/bars  
 \$ \_\_\_\_\_ Area entertainment, admissions, etc.  
 \$ \_\_\_\_\_ Shopping (non-fishing related)  
 \$ \_\_\_\_\_ Gas, parking, repairs  
 \$ \_\_\_\_\_ Convenience stores (non-fishing related)  
 \$ \_\_\_\_\_ Transportation to area  
 \$ \_\_\_\_\_ Gaming/sweepstakes  
 \$ \_\_\_\_\_ Fishing-related expenses (bait, etc.)  
 \$ \_\_\_\_\_ Other \_\_\_\_\_

12. In addition to fishing, please list three other favored leisure activities?

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

13. What is your age: \_\_\_\_\_ Gender: <sup>1</sup> ☐ Male <sup>2</sup> ☐ Female

14. Which of these categories best describes your annual household income?

- <sup>1</sup> ☐ less than \$10,000 <sup>5</sup> ☐ \$61,000-\$80,000  
<sup>2</sup> ☐ \$10,000-\$20,000 <sup>6</sup> ☐ \$81,000-\$100,000  
<sup>3</sup> ☐ \$21,000-\$40,000 <sup>7</sup> ☐ \$100,000 or more  
<sup>4</sup> ☐ \$41,000-\$60,000 <sup>8</sup> ☐ Prefer not to answer

15. Please list what county and state you live in along with your zip code.

County State Zip



Profile of Visitors at Sporting Events – 2005  
Bassmaster Elite 50 Series